

Travel Park Incubator Network

IRE Workshop

Krakow

22.4.2005

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The Tourism Industry

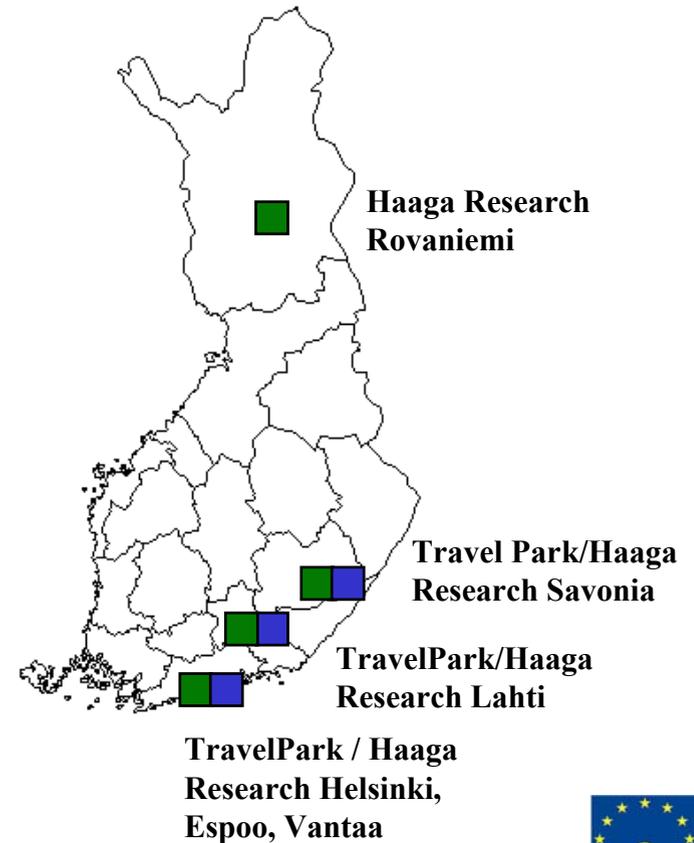
- **Tourism industry is one of the leading industries in the world**
- **Important for regional development and job creation**
- **Relatively low entrance barrier**
- **The product defined by the consumer - synthetic industry**
- **Acts integrative (across sectors)**
- **Networked industry**
- **Information business**
- **Not only adapter of technology, but also driving force**
- **Volatile economic situation**
 - especially SMEs problem of economic performance
- **„Relatively“ long and variable value chains**
- **Problem of adapting to new and competitive market situation**
- **Rapidly changing - nearly chaotic situation**
(structure, products, players)

The Tourism Industry in Finland

- **In 2001 € 8,015 billion was spent on tourism in Finland (TSA)**
- **Added value € 2.79 billion**
- **Amount of labour in tourism industry in Finland is 57 000 full time employees**
- **Domestic tourism covers 71% and inbound tourism 29% of the tourism industry in Finland**
- **Quality, safety and environmental issues are the key success elements (national quality programme in tourism 2000-2005)**
- **Advantages: space & silence, nature and modern infrastructure**
- **E-commerce and technology based new solutions in travel industry**
- **Regional cooperation, Nordic countries, Baltic states and Russia. Gateway position**
- **The job creating effect of tourism does not increase as much as turnover, however, tourism cannot be automated or transferred so it remains an important "employer" in many regions of Finland**

Travel Park Incubator Network

- Administered by Haaga Institute Foundation
- R&D unit Haaga Research in charge of operations
- Incubators in Helsinki, Espoo, Vantaa, Savonlinna and Lahti
- Incubator with and without walls (Virtual Travel Park)
- Support local tourism strategies and co-operate with key players in the area
- Public-private funding from the area (steering group)
- Business Centers located in synergic environment



Travel Park Incubator Companies

- **175 companies established since year 1997**
- **75 % of the companies are start ups and 25 % companies with growing stage**
- **Typical turnover after 1-2 years 80.000-100.000 EUR**
- **Special know how to the niche markets**
- **Travel industry cluster; new start ups across sectors**
- **New business ideas; experts from the business, lifestyle changes, schools, structural changes eg. agriculture**
- **Outdoor activities and special tour operators –connected industry in growing cities serving mainly b-b market**
- **Special attention in quality, safety and environmental issues**



Travel Park company See Finland combines forest and high technology in its HITEC FOREST program

Travel Park services

- **Business Center services:**
 - **Provided at cost price**
 - **Modern office and telecommunications equipment**
 - **Meeting facilities**
 - **Access to the Internet and Promis system**
- **Consultation**
 - **Experts in travel business**
- **Mentor Program**
- **Training Program**
- **Joint Fair Operations**
- **Co-operation with educational institutions**
- **Web site (www.travelpark.fi)**
- **Virtual incubator**
- **Quality program (Quality1000)**
- **Observer –media monitor**
- **Go Finland – tourism reservation and selling website**



Travel Park company Fishing Lords provides winterfishing in the Gulf of Finland

Travel Park process

Marketing plan
 - brochures
 - website, fairs
 Distributors
 Partners, Investors

Incubator contract
 Membership fee
 Business Center:
 - Rental agreement
 Virtual Travel Park

Quality1000
 Go Finland
 Mentor Program

Path to Tourist Entrepreneur-
 training program

Marketing
 and
 PR

Contacts
 and
 Selection

Check-in
 and
 Contract

Starting
 and
 guidance

Develop-
 ment
 and
 growth

Exit
 and
 Follow up

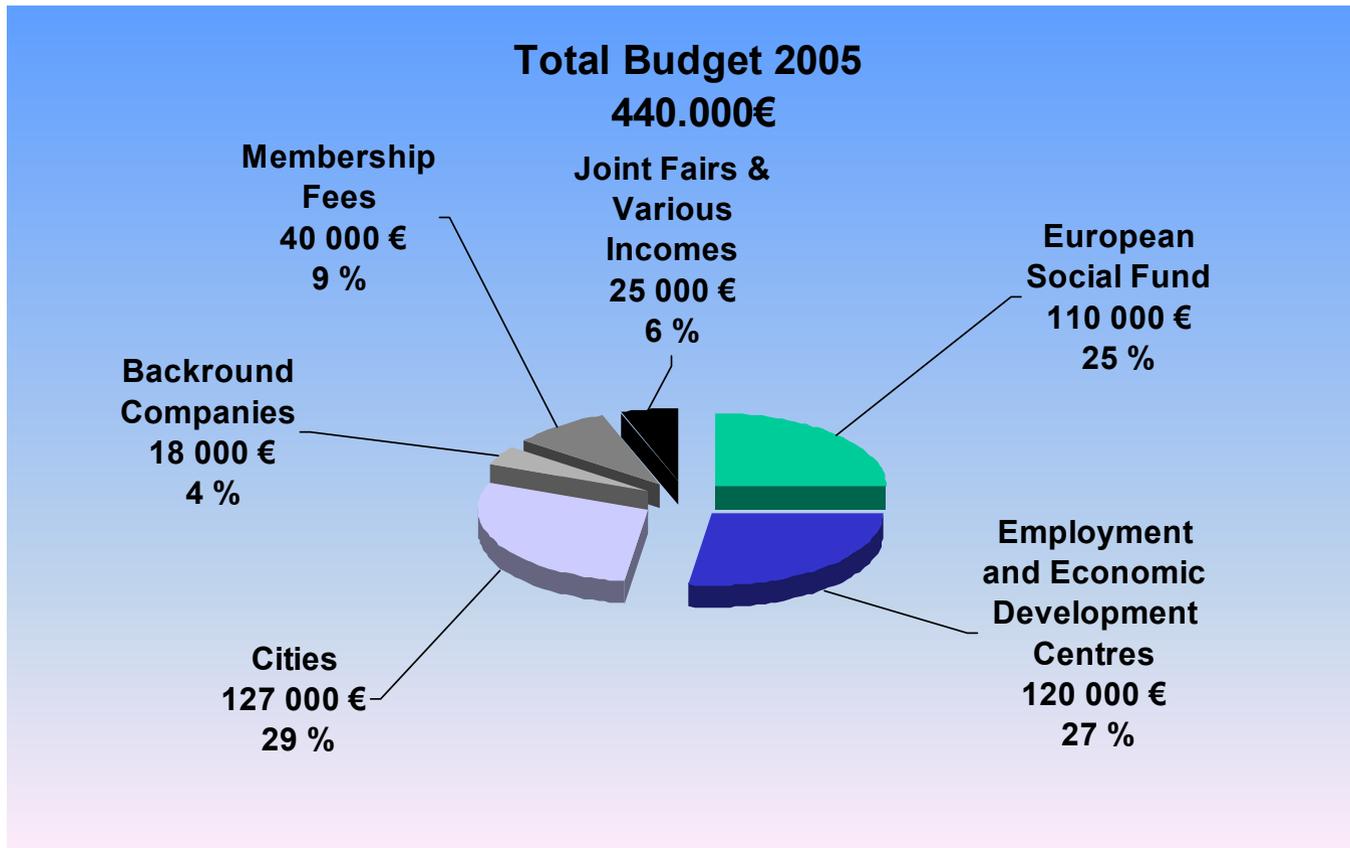
Haaga Polytechnic Preincubator

Application Form
 Business Plan
 Profitability
 calculation

Action plan
 Consultant
 - analysis, strategi, economic,
 legal, marketing
 Training
 Joint fair operations
 Observer

Networking
 Travel Park Club

Travel Park Funding



Thank You !

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